



# **An analysis of the communication media and communication influences behind the rise of terrier culture in the context of affective structures**

## **--The example of the "healing" culture**

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**Abstract.** In the era of "post-epidemic", people are more concerned about their physical and mental health. In the digital era, the rise of network culture, especially terrier culture, has become a social phenomenon that cannot be ignored. Based on this background, terrier culture has gradually emerged as an emerging cultural form, gradually occupying an important position among young groups. This kind of cultural phenomenon spreads rapidly on the Internet in the form of "terriers" through humour, warmth or irony. As a force that warms people's hearts, "healing" culture, with its unique way of conveying emotions and warm philosophy of life, provides comfort and relaxation for people, and its wide dissemination and in-depth influence have attracted widespread attention. This study focuses on the "healing" culture, aiming to explore how it has emerged through different communication media under the framework of emotional structure, and to analyse the influencing factors behind its dissemination.

**Keywords:** "healing" culture; "terrier" culture; Age Z; terrier-abusing youths

## **1 Introduction**

### **1.1 Background and Significance of the Study**

#### **1.1.1 Psychological Pressure and Emotional Needs in a Fast-Paced Modern Society.**

In the digital age, people are facing pressures from work, life, information, competition and health. People are eager to find inner peace and tranquility to cope with all kinds of pressure and challenges. Meditation, yoga and other relaxation methods are favoured by more and more people as an effective means to relieve stress and seek inner peace. In addition, social activities and interpersonal interactions have become an important way to satisfy this need, as people seek to reduce loneliness and anxiety by connecting with others. In the process of pursuing career and material achievements, they also want to realise their self-worth and gain recognition and respect from others.

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### **1.1.2 The Rise of Terrier Culture And "Healing" Culture and Their Social Impacts.**

Due to the high degree of plasticity and creativity of terrier culture, as well as the unlimited traffic brought by social media, under the wave of the Internet era, terrier culture has been greatly spread and influenced, and has become an inseparable part of people's lives for a long time. And the healing culture extends in the subculture as a form of healing. Anxiety is a consequence of modernity and a driving force of modernity, and is becoming a modernity syndrome, existing in our daily life. [4] The emergence of healing culture is a kind of self-healing behaviour adopted by people in the face of anxiety, a new kind of symbolic representation practice and cultural phenomenon.

## **1.2 Research Objectives and Research Questions**

### **1.2.1 Communication Media and Influencing Factors of "Healing" Culture.**

Hart's medium of communication ranges from the "medium of manifestation", which does not rely on any machine means, to the "machine medium", which relies entirely on machines, which is a process of increasing enrichment of the media means of human communication, as well as a process of the human body's information function expanding outward, and the information system gradually gaining relative independence. It is also a process in which the information function of the human body is expanding to the outside and the information system is gradually gaining relative independence. In the era of network communication, the network medium is an extension of the central nervous system of human beings, and the limitations of space and time are broken through the network medium.

According to the Generation Z Cohort Study 2023, Generation Z has felt particularly severe psychological stress in recent years. Nearly three in 10 say they are prone to anxiety, a higher percentage than any other age group. The incidence of anxiety and stress is also on the rise. Generation Z youth care more about emotional needs, shared emotional needs, which consist of three main areas: a sense of belonging, a sense of freshness, and a sense of accomplishment, and more and more of the Generation Z group is beginning to focus on their own feelings.

### **1.2.2 How Terrier Culture Influences the Spread of "Healing" Culture.**

Relying on the characteristics of high plasticity and creativity, terrier culture provides new forms and channels for the dissemination of healing culture. At the same time, with the rapid dissemination characteristics of the Internet platform, the healing culture can quickly reach a wider audience. Terrier culture covers a rich variety of themes and contents, from humour to social current affairs, from personal feelings to social values, and this diversity makes it possible to incorporate more elements and perspectives into the dissemination process of cure culture to meet the needs and preferences of different audiences. As a social tool, it helps to enhance social interaction in the process of spreading the culture of healing.

## 2 Literature Review

### 2.1 Theoretical Overview of Terrier Culture

#### 2.1.1 Origins, Definitions, Manifestations.

Generally speaking, a "terrier" refers to an element or fragment that has been repeatedly quoted and disseminated, often with a specific emotional colour, cultural meaning or humorous effect, and is a communication tool for quickly identifying a group's identity, sharing cultural backgrounds and enhancing tacit communication. The term "terrier" culture refers to the gradual symbolisation of "terrier" in people's continuous dissemination and use, and "terrier" culture covers many aspects, such as character terrier, abstract terrier, picture terrier, Harmonisation.[6]

With the in-depth participation and active contribution of young people who brush the terrier to the Internet's hot terriers, "terrier" culture, as an emerging cultural phenomenon, is driving the innovation and evolution of linguistic symbols with unprecedented vigour. These modes have not only greatly extended the boundaries of vocabulary, but also enriched the connotation level of language, and gradually fused with widely popular cultural elements to build a unique "terrier" cultural landscape. In this context, the Internet hot terrier not only carries the young generation's demand for individual expression and emotional release, but also becomes a unique label for them to follow the trend of the times and show their own style.

#### 2.1.2 Mechanisms for the Dissemination of Terrier Culture.

The dissemination mechanism of terrier culture is a complex and dynamic process, and the personalised recommendation function of the platform's algorithm can provide strong support for the dissemination of terriers and make them more accurate. After being exposed to terrier content, users will filter it according to their own interests and understanding. For the agreed terrier content, users will spontaneously copy and share it with others, and also recreate it according to their own understanding and creativity. This re-creation process makes the terrier culture show diversity and variability, further enriching the connotation and extension of terrier culture. Finally, through interactive behaviours such as commenting, liking, forwarding, etc., users can express their love and recognition of terrier content, which in turn promotes the further dissemination of terrier culture.

### 2.2 Theoretical Overview of "Healing" Culture

#### 2.2.1 Origins.

"Subculture is a relative concept, a subordinate culture to the overall culture. Healing culture originated in Japan as a subordinate subculture. 1998 saw the release of the Japanese composer Ryuichi Sakamoto's single "ウラBTTB", which gave birth to the term "healing" and created a "healing fever" in Japan. 2010 saw the arrival of these works in China. Since 2010, these works have been imported to China, and "healing" culture has become rapidly popular in China.

### **2.2.2 Expressions Of "Healing" Culture.**

As a unique branch of subculture, healing culture encompasses a wide range of cultural things and phenomena, and is typically characterised by its simplicity and purity, warmth and touchingness, and purification of the soul. It not only encourages individuals to pay close attention to their own physical and mental state, but also advocates the realisation of inner peace and happiness through self-awareness and emotional expression. As an important carrier of contemporary cultural communication, diversified media platforms not only carry a rich variety of cultural products, but also deeply participate in the evolution of healing culture in China, contributing to the enrichment of its content and innovation of its forms.[2]

### **2.2.3 Development of "Healing" Culture at Home and Abroad.**

Tracing the origins of healing culture in Japan, the bursting of the economic bubble in the early 1990s and the Great Depression that followed provided a deep social ground for the cultivation of this culture. The economic recession and the heavy pressure of life forced the Japanese people to seek spiritual solace and soul healing, thus giving rise to the rise of "healing culture". This cultural system has gradually developed and grown in Japan, forming a unique set of expressions and values, and its influence has spread across national borders and to the rest of the world. [1] The influence of this culture has spread across borders and to the rest of the world.

The social contradictions highlighted in China's society during the transition period have also given rise to a general need for healing among youth groups. [5] The introduction and spread of healing culture has provided Chinese people with spiritual comfort and healing. In the process of localisation, healing culture has continuously absorbed the essence of traditional Chinese culture and integrated the aesthetic trends of modern society, forming a cultural form with local characteristics. Chinese healing culture is deeply rooted in 5,000 years of history, incorporating rich philosophy, literature, art, music, and customs. These traditional cultures are not only China's historical heritage, but also an important resource for modern mental health.

## **2.3 Analysis of the Influence of Terrier Culture and "Healing" Cultural Communication**

### **2.3.1 Communication Media and Communication Influences.**

The rapid progress of digital technology has further promoted the innovation of content creation, enabling users to create and edit rich terrier materials containing images, videos and other multimedia elements with unprecedented convenience, which has greatly lowered the threshold for the creation and sharing of "terrier" culture. Users can capture life inspirations anytime, anywhere, and instantly transform them into creative terrier elements, and this immediacy and convenience has greatly promoted the prosperity of "terrier" culture.

Under the emotional structure of Generation Z, young people of Generation Z have the nature of a group that aspires to self-expression, expects social recognition, and pursues a higher level of spirituality, and has a greater need for emotional and spiritual

comfort in today's "inwardly scrolling" society. According to the data from the Fig.1. 'Health problems of different age groups in 2022,' given by the "Clove Doctor 2022 National Health Insight Report", more than 50% of Post-95s and Post-00s are suffering from some kind of emotional problems. According to Maslow's theory of needs, when the per capita GDP reaches US\$3,000, physiological needs and safety needs at the bottom of the pyramid will give way to the third category of needs, namely "love and sense of belonging". The omnipresent loneliness and isolation need to be released, so the market that can satisfy the consumption of this kind of needs will become more and more prosperous. [2]

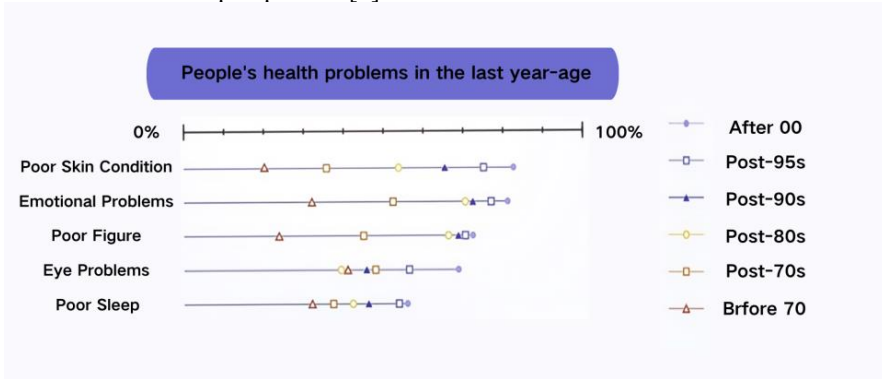


Fig. 1. Health problems of different age groups in 2022

**2.3.2 The Contribution of Terrier Culture to the Diffusion of Specific Types of Culture.**

"Stalking" is an unconscious process by which subculture is integrated into mainstream culture. Through "playing terriers" and "creating terriers", terrier culture can present the healing elements to the audience in a more vivid and interesting way, and increase the acceptance and willingness of the audience to spread. [3] Ghost Destroyer's Blade is an inspirational Japanese manga with healing elements. Fans create "Ghost Destroyer's Blade"-related emoticon packs, short video stems (e.g., the adorable moment of "Beans gnawing on bamboo"), and adapt lines from the drama into Internet catchphrases (e.g., "Concentrate on one point, reach the top," "Focus on one point, reach the top"). For example, "Focus on one point, reach the peak"), these stems not only make the originally heavy plot easy to accept, but also attract the attention of more non-original fans, expanding the scope of the audience of the healing culture. This combination of healing content and terrier culture effectively conveys positive values.

**2.3.3 Gaps in Current Research.**

Current research on terrier culture and healing culture mostly focuses on independent analyses of their respective fields, and lacks in-depth exploration of the mutual influence and role of the two. At the same time, there is a lack of systematic research on the specific mechanisms and effects of terrier culture in promoting the dissemination of specific types of culture.

This study puts terrier culture and healing culture under the same research framework, and explores the interactions and influences between the two from an interdisciplinary perspective: by systematically analysing the role of terrier culture in promoting the dissemination of healing culture and its specific mechanisms and effects, the study reveals the unique value and significance of the two in modern society. In addition, in-depth analyses are conducted with specific cases to provide strong empirical support for this study.

### **3 Content and Analysis of the Study**

#### **3.1 Manifestations and Mechanisms of "Healing" Culture in the Structure of Emotions**

According to Williams, the emotional structure of a society becomes apparent in times of transition. In the broad context of China's social transformation, its "emotional structure" has shown a diverse and complex intertwining state.[7] In addition, Western values and lifestyles have been widely disseminated through the media and have taken their place in the emotional structure of Chinese society. The profound changes in the social structure, especially the acceleration of urbanisation, have led to the transformation of China's society from a traditional "society of acquaintances" to a "society of strangers". While enjoying the conveniences of modernisation, the younger generation also has to face a profound sense of loneliness. In the fast-paced city life, the scarcity of human feelings has become the deepest desire of many young people, and healing works have become an important way for them to seek solace and alleviate their sense of loneliness.

#### **3.2 Interaction with the Emotional Needs of the Audience**

Healing culture meets people's need for comfort and emotional release by providing warm, soothing and calming emotional experiences. It helps people alleviate anxiety brought about by work, life and other aspects. With the continuous spread of the Internet, cure culture has become a typical youth culture and lifestyle, which is not only a cultural phenomenon, but also an indispensable part of the emotional structure of contemporary society. Through diversified integration, cure culture has entered many fields such as literature, music, tourism, film and television, animation, and so on, forming an all-round industrial system. This cross-field integration makes the healing culture occupy a more unique position in the emotional structure.

#### **3.3 Unique Position and Role in the Structure of Emotions**

By participating in the dissemination and sharing of healing culture, people can feel the warmth and support from their peers, and this way of focusing on one's own feelings helps people understand themselves better. Whether through individual self-help or

community support, the healing culture provides a platform for emotional catharsis and healing.

The popularity of healing culture has boosted the development of related industries, which have not only injected new vigour into the economy, but also contributed to the prosperity of social culture. It encourages people to pay attention to their own feelings and pursue spiritual solace, thus promoting a more harmonious and tolerant atmosphere in society. Through its positive values and emotional orientation, it guides the healthy development of social mentality.

## **4 The Influence of Terrier Culture on the Dissemination of "Healing" Culture**

### **4.1 Characteristics and Advantages of Terrier Culture as a Medium of Communication**

The fun, rebelliousness and playfulness of "terriers" make them highly entertaining, and they are increasingly accepted and used by more and more people in the current era of general entertainment, and the culture of "terriers" is gradually influencing people's judgement and thinking about the current situation through words and phrases.

As a product of the Internet era, terrier culture has become an important bridge connecting individuals and groups, reality and the virtual. Once a terrier is formed, it will quickly spread through social media platforms, forming a viral spreading effect. From personal social interaction to public opinion, from entertainment to political satire, terrier culture meets the needs of different groups with its diversified themes and contents. At the same time, the dissemination of terrier culture also breaks the limitations of region and language, and realises the sharing and exchange of information on a global scale. With the deep development of globalisation, the boundaries of cultural communication are becoming increasingly blurred. Terrier culture, as a cross-cultural communication medium, and its wide-ranging characteristics are the very embodiment of the globalisation trend.

### **4.2 Specific Mechanisms in the Dissemination of "Healing" Culture**

As a combination of terrier culture and healing culture, the healing picture is mainly composed of two parts: the healing picture and the healing copy. The key to the popularity of the healing pictures lies in their high emotional resonance. These pictures are often based on daily life, capturing warm moments or deep thoughts that can touch people's hearts and trigger resonance, and through intuitive and easy-to-understand forms of expression, they quickly build a bridge of emotional communication with the audience. Whether it's showing family, friendship or exploring the philosophy of life, healing pictures can accurately grasp the audience's psychological needs and stimulate their deepest resonance, thus realising emotional healing and solace.

### **4.3 Dissemination Effects and Social Impact**

With the popularity of cure system, more and more businessmen began to apply it to product promotion, brand marketing and other fields. For example, the limited edition packaging jointly designed by LELETEA and Shaun the Sheep, a classic animation IP, relies on the concept of "If the world is a mess, Shaun the Sheep will support you; if your work and life are too hard, Shaun the Sheep will mend you", and has successfully attracted a large number of consumers' attention and purchases by virtue of its unique visual effect and warm expression of emotions. With its unique visual effect and warm emotional expression, it has successfully attracted a large number of consumers' attention and purchase. According to the data released by the brand, the sales of the limited edition packaged drinks increased by 30% year-on-year in the month after the launch, fully proving the commercial value of the healing picture in promoting product sales. The brand's exposure has been significantly increased through the extensive dissemination and discussion on social media platforms, further enhancing its competitiveness in the market.

## **5 Conclusion**

### **5.1 Research Summary and Review of Key Findings**

#### **5.1.1 Specific Manifestations of the "Healing" Culture in the Emotional Structure and its Mechanism of Action.**

This study explores in depth the specific manifestations of "healing" culture in the emotional structure of Chinese society and its mechanism of action. It is found that "healing" culture, as a unique cultural phenomenon, effectively meets the urgent needs of contemporary society, especially young people, for comfort and emotional release through its warm, soothing, and calming content. In the fast-paced and high-pressure modern life, "healing" culture, with its unique charm, has become an important way to relieve anxiety and reduce loneliness.

By participating in the dissemination and sharing of healing culture, people can feel the warmth and support of their peers, thus enhancing their sense of social belonging and reducing their sense of loneliness. Through its calm and soothing content, healing culture helps people to relieve anxiety caused by work and life, and provides a space for psychological adjustment. It is not limited to a specific field, but is widely integrated into literature, music, tourism, film and television, animation and other fields, forming an all-encompassing industrial system and further expanding its influence and coverage.

#### **5.1.2 The Effect of Terrier Culture in the Dissemination of "Healing" Culture.**

With its high degree of plasticity and creativity, terrier culture provides new forms and channels for the dissemination of "healing" culture. This study finds that terrier culture plays an important role in the dissemination of "healing" culture, and with the rapid dissemination characteristics of the Internet platform, "healing" culture can quickly reach a wider audience and increase the speed and breadth of dissemination.



Terrier culture, with its high degree of plasticity and creativity, provides new forms and channels for the dissemination of cure culture. By combining terrier culture with healing elements, more vivid and interesting contents can be created to attract more young people's attention and participation. This combination not only enriches the connotation and extension of cure culture, but also further expands its influence and audience scope.

This study places terrier culture and healing culture under the same research framework, and explores the interaction and influence between them from an interdisciplinary perspective. The expansion of this research perspective not only enriches the theoretical system of cure culture research, but also provides new ideas and methods for us to understand the emotional structure of contemporary society. Healing culture has important application value in mental health education and intervention. Through the promotion and dissemination of healing culture, it can help people better understand and deal with their negative emotions and improve their mental health. At the same time, relevant institutions and organisations can also make use of the characteristics of the healing culture to develop more effective mental health education and intervention programmes, providing more comprehensive and personalised psychological support to the public. By digging deeper into the connotation and extension of the healing culture, more innovative and competitive cultural products can be developed to meet consumers' demand for high-quality and diversified cultural products. This will not only help enhance the competitiveness of the cultural industry, but also help promote its sustainable development.

### **5.1.3 Findings and Insights from the Research Process.**

Although this study has achieved certain results, there are still some limitations. Firstly, this study is mainly based on literature review and case study analysis, lacking large-scale empirical research and quantitative analysis. Second, this study mainly focuses on the phenomenon of healing culture in Chinese society, with less understanding of the situation in other countries and regions. Future research can further expand the scope and methodology of the study to obtain more comprehensive and in-depth research results.

Future research can explore the following aspects in depth: first, to strengthen cross-cultural and interdisciplinary comparative research to explore the commonalities and differences of healing cultures in different countries and regions; second, to carry out large-scale empirical research and quantitative analyses in order to validate and deepen the existing research results; and third, to pay attention to the effect of the specific application of healing cultures in mental health education and interventions, so as to provide a more powerful support for the practice.

## **5.2 Prospects and Suggestions for Future Research**

### **5.2.1 Specific Recommendations for Promoting Individual Psychological Health.**

Future research urgently needs to deepen the exploration of the inner working mechanisms and effects of healing culture, especially its potential application in mental

health education and intervention. Therefore, it is suggested to launch large-scale empirical research and quantitative analysis projects aimed at scientifically verifying the specific efficacy of healing culture in alleviating anxiety, depression, etc., to provide solid data support for the formulation of mental health education and intervention strategies. Given its significant role in alleviating psychological stress and promoting mental health, efforts should be made to actively promote the widespread dissemination and popularization of healing culture. Specific measures could include organizing a variety of healing culture activities, such as lectures, workshops, and art exhibitions, in diverse environments such as schools, enterprises, and communities, to enhance public awareness and experience of healing culture, thereby achieving emotional relaxation and nourishment.

Furthermore, the healing culture should be effectively integrated into the mental health service system, and a comprehensive mental health support network involving medical institutions, psychological counseling agencies, and social organizations should be established to provide more personalized and comprehensive mental health services. By integrating online and offline resources, a convenient and efficient mental health service platform can be created to ensure that people from all walks of life can easily access professional mental health consultation, guidance, and treatment services. This will help to significantly improve the overall mental health level of society and promote social harmony and development.

### **5.2.2 Provide Ideas and Directions for the Development and Innovation of Cultural Industries.**

Future research should focus on fully tapping the commercial potential of healing culture and exploring its wide range of applications in advertising, film and television, animation, games, and tourism. By innovating business models and marketing strategies, not only can the development and marketing of healing culture-related products be promoted, but also the growing demand of consumers for high-quality and diversified cultural products can be met. At the same time, encouraging cross-border integration within the cultural industry, especially with science and technology, education, and tourism, aims to create cultural products and services that combine innovation and competitiveness. For example, VR or AR-based immersive healing culture experience projects can be developed to provide unprecedented emotional comfort to audiences; healing elements can also be cleverly integrated into tourism products to create unique healing theme tour routes and attractions, meeting the deep desire of modern people for spiritual travel.

Furthermore, considering that the healing culture has crossed national borders and demonstrated strong global dissemination and influence, future research should strengthen its international perspective and pay attention to its development dynamics in different countries and regions. By enhancing international cooperation and exchange, such as organizing international academic conferences, exhibitions, and symposia, we can promote the sharing and collision of healing culture research findings and facilitate the cooperative development of cross-border cultural projects. Together, we can create globally influential healing culture brands and products, which will not only

enhance the competitiveness of China's cultural industry on the global stage but also contribute positively to the richness and prosperity of global cultural diversity.

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